WE INTERRUPT

THIS BROADCAST

TO BRING YOU

A FREE RADIO.

2042841897

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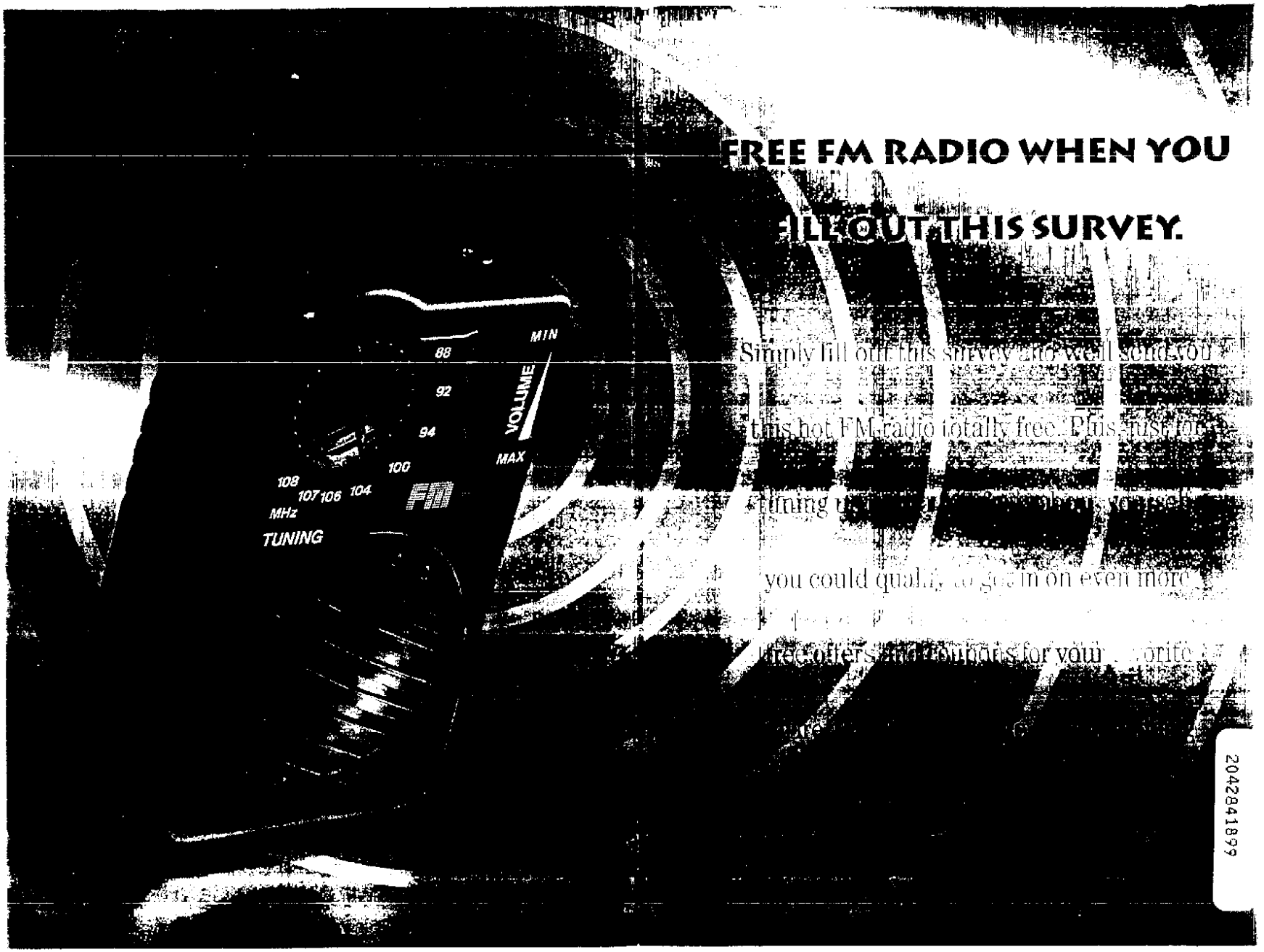

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Moisten and seal before mailing.

Use the lines below to print name and address corrections only.

9990199999999999
Sample A. Samples
123 Any Street
Anytown, US 00000

Do you smoke cigarettes? ❑ Yes ❑ No, but please send me my free radio anyway (skip to questions 15 and 16).

By signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

Signature (required) X _____ Birth Date (required) ____ / ____ / ____ (Month / Day / Year)

Phone Number (____) _____ (Area Code) Today's Date ____ / ____ / ____ (Month / Day / Year)

1. What is your regular brand of cigarettes–that is, the brand you smoke most often?

_____ (brand)

2. Is your regular brand...? (Check one.)
❑ Regular/King Size ❑ 100's ❑ 120's

3. Is your regular brand...? (Check one.)
❑ Menthol ❑ Non-Menthol

4. Is your regular brand...? (Check one.)
❑ Filter ❑ Non-Filter

5. Is your regular brand...? (Check one.)
❑ Lowest/Low Tar ❑ Medium
❑ Light/Mild ❑ Full Flavor
❑ Ultra/Extra Low Tar

6. Do you usually buy it by the...? (Check one.)
❑ Pack ❑ Both Ways
❑ Carton

7. How long have you smoked this brand?
❑ Less than 1 year ❑ 3 to 5 years
❑ 1 to 2 years ❑ Over 5 years
❑ 2 to 3 years

8. What, if any, was your previous brand?

_____ (brand)

9. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)
❑ Go to another store to buy my regular brand.
❑ Buy another type or length of my regular brand.
❑ Wait until the store has my regular brand.
❑ Buy a different brand entirely.

10. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
❑ I use almost any cigarette coupon I get.
❑ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
❑ I only use coupons if they are for my regular brand.
❑ I never use coupons to buy cigarettes.

11. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

❑ Alpine	❑ Doral	❑ Now
❑ Basic	❑ GPC	❑ Parliament
❑ Benson & Hedges	❑ Kent	❑ Salem
❑ Best Buy	❑ Kool	❑ Store Brand/ Generic
❑ Best Value	❑ Marlboro	❑ True
❑ Cambridge	❑ Merit	❑ Vantage
❑ Camel	❑ Misty	❑ Virginia Slims
❑ Capri	❑ Monarch	❑ Winston
❑ Carlton	❑ Montclair	
	❑ Newport	

❑ Other (list below) _____ (brand) ❑ None

12. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? Use as many lines as you need. Write in exact number of packs for each brand below. (Note: 1 carton = 10 packs.)

Brand Name	# of Packs

13. Where do you usually buy your cigarettes? (Check one.)
❑ Supermarket Chain
❑ Neighborhood Grocery
❑ Convenience/Gas Station
❑ Drug Store/Pharmacy
❑ Discount Store

14. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	Occasionally	Never
I look for special offers for my regular brand...	❑	❑	❑
I take advantage of special offers for brands other than my regular brand...	❑	❑	❑

15. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

_____ _____ _____
First Name M.I. Last Name

____ / ____ / ____ _____
Birth Date Regular Brand

_____ _____ _____
First Name M.I. Last Name

____ / ____ / ____ _____
Birth Date Regular Brand

16. Do you have a friend, 21 years of age or older, who smokes and would like to receive free cigarettes and incentive items in the mail? Please print full name and phone number.

_____
Name

(____) _____
Area Code Phone Number

Free Radio Offer good until 9/30/95. Please allow 10 to 12 weeks for delivery. Only manufacturer's warranty applies. Not responsible for lost, late, misdirected or postage-due mail. Offer good only in U.S.A. Consumer Survey Associates Radio Offer is limited to one per person regardless of the number of surveys completed. Your radio is not returnable for exchange. Survey is not transferable. No photocopies or facsimiles will be accepted. Void where prohibited, taxed or licensed.

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NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 214 LINCOLN, NE 68501

POSTAGE WILL BE PAID BY ADDRESSEE:

Consumer Survey Associates
PO BOX 82593
LINCOLN, NE 68501-8933

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Schaumburg, IL 60168-4129

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U.S. Postage
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9990199999999999
Sample A. Samples
123 Any Street
Anytown, US 00000

20428419O2

IF YOU SMOKE, GET INTO THIS.

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